



**PRODUCT
INNOVATION**

VERTIS GRAND OPENING TOOLKIT

**An all-in-one solution
for streamlining Grand
Openings and driving
customers to your door**

Vertis Communications simplifies the process of launching or re-launching your stores, while making your Grand Openings more successful and profitable. We have demonstrated success with retailers from a broad spectrum of retail market segments. We know what works and we've built it all into our Grand Opening Toolkit.

- Decreases Grand Opening expense, due to a streamlined process and the ease and efficiency of working with one marketing partner.
- Increases Grand Opening ROI, derived from lower costs and higher store traffic.
- Increases Grand Opening presence, leading to greater top-of-mind awareness, maximized store traffic, and stronger customer loyalty.

PARTNERING WITH CLIENTS TO SOLVE THE MOST COMPLEX, TIME-SENSITIVE MARKETING CHALLENGES THROUGH CONSULTING, CREATIVE, RESEARCH, DIRECT, MEDIA, TECHNOLOGY, AND PRODUCTION SERVICES.

**VERTIS COMMUNICATIONS
IS YOUR MARKETING PARTNER
FOR THE TOUGHEST JOBS.**





VERTIS GRAND OPENING TOOLKIT

Planning & Strategy

Determine your strategy, budget, and objectives to meet and even exceed your store's goals.

Audience Targeting

Identify and segment by lifestyle, purchasing behavior, and media habits. Then geo-target your best prospects within a precise radius of your store.

Traffic Builders

Announce your arrival in the neighborhood with a full range of market-proven products, including advertising inserted products, direct mail, door hangers, newspaper poly bags, outdoor advertising, POP, and in-store signage.

iAlcance!™ Hispanic Marketing Tools

Target your best Hispanic prospects, while gaining insight into the offers and messages sure to elicit a response.

Creative Design

Make your messages, offers, and design resonate with your key customer segments to get their attention and drive store traffic.

Public Relations

Identify when to proceed with press releases, media alerts, press kits, spokesperson interviews, national and local radio/TV broadcast events, and Grand Opening ceremonies.

